Amendments to the Claims

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) ~~A~~ An audience measurement system comprising a radio frequency (RF) proximity detection and identification system, comprising:

a plurality of portable people meters (PPM) each comprising an ~~at least one~~ RF transmitter for receiving a control signal, modulating an RF signal to a preset modulation frequency upon receipt of the control signal, and wirelessly transmitting the modulated signal;

each of the RF transmitters being operative to modulate the RF signal with a respectively different modulation frequency; and

an RF receiver for receiving each ~~the~~ wirelessly transmitted modulated signal, determining the modulation frequency thereof, and transmitting the modulation frequency to a remote location.

2. (Currently Amended) The RF proximity detection and identification system of claim 1, wherein a transmission power of ~~the~~ each RF transmitter is preset to transmit the modulated signal within a predetermined range.

3. (Cancelled)

4. (Currently Amended) An audience measurement system having a plurality of ~~at least one~~ portable people meters ~~meter~~ ~~(PPM)~~ (PPM's) and a base unit, the system containing a radio frequency (RF) proximity detection and identification system, comprising:

an RF transmitter located in each PPM for receiving a control signal, modulating an RF signal to a preset modulation frequency, and wirelessly transmitting the modulated signal;

each of the RF transmitters being operative to modulate the RF signal with a respectively different modulation frequency; and,

an RF receiver located in the base unit for receiving ~~the~~ each wirelessly transmitted modulated signal, determining the modulation frequency thereof, and transmitting the modulation frequency to a remote location.

5. (Currently Amended) The system of claim 4, wherein the transmission power of ~~the~~ each RF transmitter is preset to transmit the modulated ~~system~~ signal within a predetermined range.

6. (Currently Amended) The system of claim 5, wherein ~~the~~ each RF transmitter further comprises an RF modulator for receiving the control signal and outputting an RF signal modulated to ~~a preset~~ its respectively different modulation frequency.

7. (Currently Amended) The system of claim 6, wherein the RF receiver further comprises an RF demodulator unit for receiving ~~the~~ each wirelessly transmitted RF modulated signal, demodulating ~~the~~ each received signal, and determining the modulation frequency of ~~the~~ each received signal.

8. (Cancelled)

9. (Currently Amended) A radio frequency (RF) proximity detection and identification method for use in an audience measurement system comprising the steps of:

in each of a plurality of portable people meters, modulating an RF signal to a preset modulation frequency upon receipt of a control signal to produce a respective modulated signal, the preset modulation frequency being different for each of the plurality of portable people meters;

wirelessly transmitting each respective ~~the~~ modulated signal from a transmitter of a corresponding portable people meter;

receiving ~~the~~ each wirelessly transmitted modulated signal;

determining the modulation frequency of ~~the~~ each received signal; and

transmitting ~~the~~ each determined modulation frequency to a remote location.

10. (Currently Amended) The RF proximity detection and identification method of claim 9, wherein a transmission power of the transmission of ~~the~~ each modulated signal is preset to transmit within a predetermined range.

11. (Currently Amended) An audience measurement system having ~~at least one~~ a plurality of portable people meters ~~meter~~ (~~PPM~~ PPM's), the system containing a radio frequency (RF) proximity detection and identification system, the RF proximity detection and identification system comprising:

an RF transmitter unit contained in each of the PPM's ~~at least one PPM~~, the RF transmitter unit comprising:

an RF modulation unit for receiving a control signal and modulating an RF signal to a preset modulation frequency to produce a respective modulated signal, the preset modulation frequency being different for each of the PPM's; and

a transmitter in each of the PPM's for transmitting the respective modulated signal as an RF modulated signal;

a receiver for receiving each ~~the~~ transmitted respective modulated signal; and

an RF demodulator unit for demodulating each ~~the~~ modulated signal, and determining the modulating frequency of each ~~the~~ signal.

12. (Original) The RF proximity detection and identification system of claim 11, wherein the modulating frequencies are transmitted to a remote location for further processing.

13. (Currently Amended) The RF proximity detection and identification system of claim 12, wherein a transmission power of each ~~the~~ transmitter is preset to transmit the modulated signal within a predetermined range.